Credibility, Sustainability and Gratification of Health Communication on Social Media: An Exploratory Study among Women

Synopsis of the Thesis to be submitted to the Karnataka State Akkamahadevi Women's University, Vijayapura for the award of the Degree of

DOCTOR OF PHILOSOPHY

IN

JOURNALISM AND MASS COMMUNICATION

By:

Sushma Pawar

Research Guide:

Dr. Tahmeena Nigar Sultana

Assistant Professor

Department of Journalism and Mass Communication,

Karnataka State Akkamahadevi Women's University,

Vijayapura

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

KARNATAKA STATE AKKAMAHADEVI WOMEN'S UNIVERSITY

VIJAYAPURA, KARNATAKA

2022

Credibility, Sustainability, and Gratification of Health Communication on Social Media: An Exploratory Study among Women

Synopsis Submitted By:
Ms. Sushma Pawar
Research Scholar,
Dept. of Journalism and Mass Communication,
Karnataka State Akkamahadevi Women's University, Vijayapura

1. Introduction:

Information and communication technology plays a very important role in disseminating the information to the mass. ICTs are defined as a diverse set of technological tools and resources used to communicate and create, disseminate, store and manage information. Advances in technology such as the Internet, web 2.0, and mobile devices have increased our exposure to information from a variety of sources. Online information is promising in that it can be fast, can reach farther, and can be cost-effective. These developments have often been considered an "exponential growth of information". In this new paradigm, the general public can produce and share a large amount of information on the Web and on Social media.

Health, defined by World Health Organization (WHO) is a state of complete physical, mental and social well-being and not merely the absence of disease and infirmity. Health can be promoted by encouraging healthful activities, such as regular physical exercise and adequate sleep, and by reducing or avoiding unhealthful activities or situations, such as smoking or excessive stress. Some factors affecting health care are due to individual choices, such as whether to engage in high-risk behavior, while others are due to structural causes, such as whether the society is arranged in a way that makes it easier or harder for people to get necessary healthcare services. Still, other factors are beyond both individual and group choices, such as genetic disorders.

Being healthy should be part of our overall lifestyle. Living a healthy lifestyle can help prevent chronic diseases and long-term illnesses. Feeling good about ourselves and taking care of our health is most important for our self-esteem and self-image. Maintain a healthy lifestyle by doing what is right for your body.

Health communication is the study and practice of communicating and promoting health information, such as in public health campaigns, health education, and between doctor and patient. The purpose of disseminating health information is to influence personal health choices by improving health literacy.

However, the increased, availability of information has also raised concerns about the quality of health information and its negative impact on users' lives. Nowadays Social Media is an essential part of our society. The online social media has caused an intense transformation in the way people communicate and interact. There are several social networking platforms like Facebook, Twitter, WhatsApp, etc. available to connect people and share their ideas regarding health issues. Social media affected human health in several ways such as by getting health-related information that might be helpful in the cure of disease.

The Internet has opened up communications across the boundaries of the world and social networking has helped people to extend their network add friends enhance their careers make connections, recruit employees, and find people with scarce skills which summarizes the reason for their popularity. Now social media marketing is so trendy because the audience is larger, highly targeted demographics are available for advertising, brands can stay current and relevant with new developments with their audience, and businesses can see exactly which leads and conversions are coming from their social media efforts.

Social media is so attractive for youths and women because it is an important part of socializing and connection in the modern world. Teenagers and social media use are interesting the main reason teenagers regularly use social media include: talking to friends and women searching for beauty tips, and nutritious food shopping.

Most people were connected with Social media because social media comes down to simple basic human desire: the need to connect with other humans, to be part of a group. Social media

came about at a time after the world had in many ways, become one. Technology and the internet have made it so we can connect with anyone, anywhere, anytime.

"Social media is a powerful tool, which offers collaboration between users and is a social interaction mechanism for a range of Individuals. Although there are several benefits to the use of Social media for health Communication, the information exchanged needs to be monitored for quality and reliability and the user's confidentiality and privacy need to be maintained". (Anne Moorhead. S, Diane Laura Harrison, 2013).

In the last several years, the use of Facebook, YouTube, Twitter, and other social media tools to disseminate health messages has grown extensively and continues to trend upward. Using social media tools has become an effective way to expand reach, foster engagement, and increase access to credible, science-based health messages. Social media and other emerging communication technologies can connect millions of voices too: Increase the timely dissemination and potential impact of health and safety information, Leverage audience networks to facilitate information sharing, Expand reach to include broader, more diverse audiences, and Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences, Facilitate interactive communication, connection, and public engagement and to empower people to make safer and healthier decisions (Center for disease control and prevention 2011).

Social media and healthcare information are a powerful combination. Social networking sites have become significant health information sources. However, they can also become a source of disinformation. Social media has been widely used to access health-related information, especially during the covid-19 pandemic. Social media is used by people for a specific purpose such as health interventions, health promotions, health education, and disease epidemic observation.

2. Review of Literature:

1. Esmeralda Melissa, Anis Hamidati, Muninggar Sri Saraswati, and Alexander Flor (2015) in their article 'The Internet and Indonesian Women Entrepreneurs: Examining the Impact

of Social Media on Women Empowerment' examines that the narrative of Social Media and Women entrepreneurs in Indonesian society is still evolving, this study contributes to the conversation. The findings confirm that online businesses have great potential in empowering women by assisting them to become entrepreneurs. In addition, Social Media entrepreneurship can be seen as a solution to the dilemma faced by women in managing and balancing their careers and family life.

2. Sarah Mason (2018) in her research 'The Effects of Social Media and Apps on Exercise and Health Habits of Millennial Women' Found that Although Social platforms like Pinterest and Instagram increase our ability to communicate and share our lives with our friend's families and the world, they also have negative effects on our perspective of ourselves. Social media foster a negative relationship between one and their social media person. It often encourages people to compare themselves to the people have seen on social media rather than simply share. The vast network of social media opens up a large venue for people to share and compare their lives which can be detrimental to the individuals' self- Image.
3. Jinhai Huo, Raj Desai, Young-Rock Hong, Kea Turner, Arch G.Mainous and Jiang Bian (2019) in their study 'Use of Social Media in Health Communication: Findings from the Health Information National Trends Survey 2013,2014 and 2017' reported that the number of Social Media users has increased substantially in the past decades, creating an opportunity for health care professionals and patient to leverage Social media for health communication. The Younger population had significantly higher odds of using Social media for health communication. The Study Found no Racial/ethnic disparities in the use of Social media for health communication. The use of Social Media for sharing health information has declined, while the exchange of medical information with healthcare professionals has increased.
4. Eva L Jenkins, and Jasmina Ilicic (2020) in their research 'Assessing the Credibility and Authenticity of Social Media Content for Application in Health Communication: Scoping Review' in their research Fostering credibility online should be considered by their audience. This Scoping review highlighted that message and source credibility can be affected by language usage, expertise heuristics, and bandwagon cues, gaps in the literature were identified, highlighting the need for further research on Social media

platforms, such as Instagram and YouTube were studied less than Facebook and Twitter. The main field of research identified from the Includes papers was communication, with no papers from health or nutrition science.

5. Anne Moorhead. S, Diane Laura Harrison, Jennnifer K Carroll, Anthea Irwin, and Ciska Hoving (2013) in their research 'A New Dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitation on Social Media for Health Communication' found that the Social media brings a new dimension to health care as is offers a medium to be used by the public, Patients, and Health professional to communicate about health issue with the possibility of potentially improving health outcomes. Social media is a powerful tool, which offers collaboration between users and is a social interaction mechanism for a range of Individuals. Although there are several benefits to the use of Social media for health Communication, the information exchanged needs to be monitored for quality and reliability, and the user's confidentiality and privacy need to be maintained.
6. Heejun Kim (2019) in this study ' Credibility Assessment of health Information on Social Media: Discovering Credibility Factors, Operationalization and Prediction' this study reveals the criteria people use to judge the Credibility of health information on Social media by conducting a content analysis of randomly selected health information. This Study has Contributed to the knowledge of credibility assessment of health information in various ways. The results show that the combination of carefully selected features can effectively predict the credibility of health information on Social media although there was room for improvement.
7. Elaine Bratic Arkin (1990) in his research 'Opportunities for Improving the Nation's Health Through Collaboration with the Mass Media' found that Understanding the mass media is a prerequisite to gaining the cooperation of those who control access to media time and space to improve the coverage of health issue about which the public needs and often wants, to know. to address the complexities of the mass media and how they influence the public's health, a group of Public Health Service agencies, foundations, and research institutions collaborated to review recent changes in the mass media and public health sectors and to recommend steps for increased interaction.
8. William Brieger (1990) in his article ‘Mass Media and Health Communication in rural Nigeria’ examined that while the mass media can play a role in rural health

communication, it should not be the leading role. Mass media, by their very nature, are geared towards standards state or national messages and these may be at the local level. A great variety of tribes, languages, beliefs, and customs may be found within the listening area of a radio station in a developing country and it is difficult to Develop programs that will be culturally appropriate, locally designed health education efforts should from the foundation for rural health communication.

9. Theodosia C Nathalia and Yustisia Kristiana (2018) in their article 'The Source Credibility in Social Media' examines the information-seeking motive, entertainment motive, relationship maintenance motive, and information sharing motive to help the process of deciding traveling. The study revealed that source credibility has a positive and significant effect on the motive for maintaining information sharing and intentions bus do not affect the motive for information seeking and entertainment motives. Motivation to Seek information positively and significantly affect the intention to share information. The motive for maintaining relationships does not influence the purpose of sharing information.
10. Sung Un Kim and Sue Yeon Syn (2016) in their research 'Credibility and Usefulness of health Information On Facebook: A Survey Study with U.S College Students' examined how college students perceived the credibility and usefulness of health information on Facebook differently by topic sensitivity, information source, and demographic factor. The results show that regardless of topic sensitivity, on Facebook college students tend to consider professional information sources, such as medical and health professionals, medical and health organizational, and government agencies, as more credible and useful than a nonprofessional information source, namely, broadcasting and media, friends, family and patients, and care-givers. They prefer an experienced person to the family when it comes to serious health issues, whereas they prefer family to an experienced person when it comes to common health issues.

3. Need of the Study

Nowadays Social media is more important because it allows you to reach and engage with your target audience. Social media is such a platform to connect with its audience. Social media allows you to talk about what you know and what you want to be known for.

Social media communication is so easy where conversations are quick and information is easily relayed. Such platforms include blogs, websites, and other social networking platforms you use to communicate with your customers. This is achievable by providing them with regular, up-to-date, clean, and engaging posts. Whatever you write or post on these platforms has a lasting impression in the minds of readers. Social media sustainability performance issues include human rights, fair labor practices, living conditions, health, safety, wellness, work-life balance, empowerment, etc.

Through social media, women were concerned the health care services. Rather than physically visiting a doctor for your ailments, you can now speak to a virtual doctor who will suggest medication based on your symptoms. Doctors were communicating with patients over social media. While this poses a great advantage for patients who do not want to pay a visit to the clinic. Moreover, it is difficult to confirm a doctor's credibility by the look at their profile online. For this reason, we need to study on credibility, sustainability, and gratification of health communication on social media.

4. Theoretical Framework

The uses and gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their need is fulfilled. Uses and gratification are Social interaction, information seeking, expression of opinion, information sharing, and communication. In other words, it can be said that the theory argues about what people do with media rather than what media does to people. Even for communication, say-interpersonal, people refer to the media for the topic to discuss among themselves. By referring to the media, they gain more knowledge and exposure to the world beyond their limited eyesight.

There are several needs and gratification for people. They are categorized into five needs

- Cognitive needs

- Affective needs
- Personal Integrative needs
- Social Integrative needs
- Tension-free needs

Uses and Gratification theory has specific relevance to social media. This theory asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, For example, people choose from their own choice and moods. The needs of the particular person have been met watch the news for information, some for entertainment, and some for self-reassurance. Some watch according to their moods. It mainly focuses on people's selectivity on media content rather than its unintended effects on their minds.

5. Statement of the problem:

Throughout history, Social Media is actively disseminating needful Health information and knowledge. Majority of the Women use social media to get health-related information and to share more personal information. Women are more vocal, expressive, and willing to share and get health tips, health products, and other information. Social media and mobile devices may lead to a psychological and physical issues, such as eyestrain and difficulty focusing on important tasks. The overuse of social media technology may have a more significant impact on women not only women its impact on children and teenagers. Nowadays women were going through the Social media platforms such as YouTube, Instagram, Twitter, telegram, Whatsapp, and Facebook many more for purposes of beauty concerns, diet tips, nutritious food, fitness, and many more so in this regard it is necessary to study Credibility, Sustainability and Gratification of health Communication on Social media among Women.

6. Objectives:

The main aim of the research entitled **"Credibility, Sustainability, and Gratification of Health Communication on Social Media: an Exploratory Study among Women"** is to cover the following objectives:

1. To study the socio-demographic characteristics of the women.

2. To identify the usage of social media among women
3. To assess the purpose of perceiving health-related information on social media among women.
4. To find out the use, and benefits of social media for health communication
5. To know the Credibility, sustainability, and gratification of health information on Social media.
6. To find out the knowledge gained by the women through social media about health.

7. Methodology:

The scope of the present study is limited to examining the Credibility, Sustainability, and Gratification of Health Communication on Social Media an exploratory study among women in Vijayapura, Mandya, Davangere, and Yadgiri four District of Karnataka state. The present study is mainly based on the primary data collected from sample respondents.

A) Research Design:

For the present research, the exploratory research design is adopted. Exploratory research design is conducted for a research problem when the researcher has no past or only a few studies for reference. Sometimes this research is informal and unstructured. It serves as a tool for initial research that provides a hypothetical or theoretical idea of the research problem. This research is conducted to determine the nature of the problem and helps the researcher to develop a better understanding of the problem. Exploratory research is often qualitative. However, a study with a large sample conducted in an exploratory manner can be quantities as well. It is also often referred to as interpretive research or a grounded theory approach due to its flexible and open-ended nature. The present study is both qualitative and quantitative.

B) Area of the study:

The Karnataka state comprises 31 districts. The Population of Karnataka as per the Aadhar Statistics the Karnataka population in 2021/2022 is 66,165,886(66.17 Million) as compared to the last census 2011 is 61,130,704. The growth rate of 8.24 percent of the population increased in the year 2011 in Karnataka. The area selected to conduct the study is referred to as the area of the study. The study has been undertaken only in four districts falling under each revenue division of

Karnataka. At the time of the study, Karnataka consisted of only 31 districts. Hence the study has been conducted in the districts of Vijayapura, Manya, Davangere, and Yadgiri

C) Sample Size:

I) Rural

For the present study, to conduct a survey the respondents are selected under multistage sampling. Karnataka is broadly divided into four revenue divisions and comprises 31 districts. The first stage of selection has been done from four revenue divisions namely; Bengaluru, Belgaum, Kalaburgi, and Mysore. In the second stage, from each revenue division, one district is selected and in the third stage, from each district, four taluks are selected as part of the fourth stage, from each Taluk two Hublis are selected, and in the fifth stage from each hoblis, Two villages, from each village 20 women's were selected. Totally 1280 women were selected as respondents.

II) Urban

As the study is comparative, to know the Credibility, Sustainability, and Gratification of Health Communication on Social media among Women for this purpose from each selected district one city and four towns were selected. In the second stage form, each city has 40 respondents and from each Town 20 respondents are selected. Totally 480 women were selected for this study. For this study 1280 rural women and 480 urban women, a total of 1760 respondents were selected.

8. Significance of the Study:

The present study also tries to find out the significant knowledge gained by the Women through social media about health and media personal to discriminate the health policies among women. The results will also help to know about the present situation of women in credibility, sustainability, and gratification of health communication on social media. The results will help policymakers for understanding how the use of the internet, particularly the use of social media influences the desire for health information. The outcome will also be helpful to the ministry of health and family welfare to know the role of social media impact and dissemination of health information among women.

9. Limitation:

The present study is explorative and restricted geographically to a sample population of women identified using the multistage sampling method in Vijayapura, Mandya, Davangere, and Yadgiri District, state of Karnataka. Further, it is restricted to the extent of assessing the Credibility, sustainability, and Gratification of Health Communication on Social Media among women. The limitation of the methodologies adopted also applies to the study.

10. Chapterisation:

The entire research work is divided into five chapters.

Chapter-I: **Introduction:** the first one on Introduction brings out the importance of the study and states its objectives and hypotheses. The main features of the social media, scope and limitations of the study.

Chapter-II: **Review of literature:** This chapter will contain prevision reviews, history of the problem and having direct or indirect bearing on the present study was done.

Chapter-III: **Research methodology:** This chapter reports the research design, procedure, sampling tools, development of research instruments, methodology, statistical tests applied to the study and organization of the study.

Chapter-IV: **Findings and Discussion:** This chapter deals with the findings and discussions of the research and future studies.

Chapter-V: **Summary:** This chapter reports the summary of the findings; provided with suggestions and conclusions of the study.

Bibliography: It is arranged alphabetically by author name and is provided at the end.

Appendix: Questionnaires were used from the respondents

References:

Esmeralda Melissa, Anis Hamidati, Muninggar Sri Saraswati and Alexander Flor (2015) A study of *'Social Media and Advancement of Women Physicians'* Journal of Impact of Information Society Research in the Global South, P-P-203-222, Retrieved from https://library.oapen.org/bitstream/handle/20.500.12657/28057/1001937.pdf?sequence=1#page=207 = December 01, 2021.

Sarah Mason (2018) A Study of 'The Effects of Social Media and Apps on Exercise and Health Habits of Millennial Women' Santa Clara University Scholar Common Journal, PP-1-21, Retrieved from https://scholarcommons.scu.edu/engl_176/28/ =, on 20, 2021.

Jinhai Huo, Raj Desai, Young0Rock Hong, Kea Turner, Arch G. Mainous III and Jiang Bian (2019) A Study of '*Use of Social Media in Health Communication: Findings from the Health Information National Trend Survey 2013, 2014, and 2017'*, (26), PP-1-10, Retrieved fromhttps://pubmed.ncbi.nlm.nih.gov/30995864/ =, on November 09, 2021.

Eva L Jenkins, Jasmina Ilicic (2020) A Study of '*Assessing the Credibility and Authenticity of Social Media Content for Application in health Communication: Scoping* Review' Journal of Medical Internet Research, 22(7), PP-1-15, Retrieved from=, on November 18, 2021.

Anne Moorehead, Diane, Laura Harrison, Jennifer K Carroll, Anthea Irwinand Ciska Hoving (2013) A Study *of 'A New Dimension of Health Care: Systematic Review of the Uses, Benefits and Limitations of Social Media for Health Communication*' Journal of Medical Internet Research, 15(4), Retrieved from https://www.jmir.org/2013/4/e85/ =, on November 09, 2021.

Heejun Kim (2019) A Study of *'Credibility Assessment of Health Information on Social Media: Discovering Credibility Factors, Operationalization, and prediction*' (Doctor of Philosophy) the University of North Carolina at Chapel Hill. PP-1-232, Retrieved from file:///C:/Users/pc/Downloads/Kim_unc_0153D_18563%20(2).pdf =, On November 09, 2021.

Elina Bertilsson and Emma Gillberg (2017) A Study of the *'The Communicated Beauty ideal on Social Media'* (Jonkoping University), 7(2), PP-1-89, Retrieved from https://www.diva-portal.org/smash/get/diva2:1107740/FULLTEXT01.pdf =, on Nov 19, 2021.

William Brieger (1990) A Study of 'Mass Media and Health Communication in rural Nigeria' Oxford Journals, 5(1), PP-77-81, Retrieved from https://www.jstor.org/stable/45088817?seq=1#metadata_info_tab_contents = December 4, 2021.

Theodosia C. Nathalia and Yustisia Kristiana (2018) A Study of *'The Source Credibility in Social Media, Journal of Research Gate',* PP-1-11, Retrieved from https://www.researchgate.net/publication/339328934_The_Source_Credibility_in_Social_Media / =, November 09, 2021.

Sung Un Kim and Sue Yeon Syn (2016) A Study of *'Credibility and Useful of Health information on Facebook: A Survey Study with U.S. College students'*. IR Information Research. 21(4), PP-1-32, Retrieved from https://files.eric.ed.gov/fulltext/EJ1123245.pdf=, on November 10, 2021.

Communication theory, Retrieved from https://www.communicationtheory.org/uses-and-gratification-theory/ = on Feb 12, 2022.

Google, Retrieved from https://www.google.com/search?q=gratification+theory+meaning&rlz on Feb 12, 2022.

Health. Retrieved from: https://en.wikipedia.org/wiki/Health, on 02 March 2022.

Center for disease control and prevention (2011). The health communicator's social media toolkit, Retrieved from: https://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf, on 02 March 2022.

Ms. Sushma Pawar

Research Scholar

Dr. Tahmeena Nigar Sultana

Research Guide